

REP HEADLINE# 6187370 TRF# 321599
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

ADV # 13937 ADV. NAME ISS/NRCC-IE

AGY # 02711 AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

815 SLATERS LANE

ALEXANDRIA, VA 22314

ORDER #	CONTRACT #	CLASS: NATL.	LOCAL	REGIONAL
	6187370			

PRDCT	NRCC 8/31	EST#2596	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES AUG31/12 SEP6/12 WK-1

CITY TAX _____ STATE TAX _____
CO-OP BILLING NEEDED _____
DATE AUG27/12 17.05

REP: TO NSM/NSA
FR LINDSEY FOR CHERYL
M7 OK
TTLS \$42,325
PLEASE CONFIRM, THANKS!

STA:

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 155 AGENCY PRODUCT CODE = 426 AGENCY EST# = 2596												
27	S		1100P-1135P	30		\$1,500.00	9/5	9/5	0		WED	0
PROGRAM : CHNL 11 NWS-11< CON COM1: CHNL 11 NWS-11												
59	A		1130P-1235A	30		\$1,500.00	9/5	9/5	1		WED	1
PROGRAM : LATE NEWS FOLLOWING FOOTBALL ORD COM1: TIME CHG NEWS FOLLOWING FOOTBALL ORD COM2: THX- JEN THIS IS A MAKE-GOOD FOR SEP5 ON LINE-27 FOR 1 SPOT/WK												

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG27/12 17.05
CHANGES *** WPXI-TV ***

:LINE#:	REP	CD:	TIME PERIOD	:	LGTH	:	SEC	:	RATE	:	START	:	END	:	SPTS:	WEEK	:	DAYS	:	TOTL:
:	:	:	:	:	:	:	:	:	:	:	DATE	:	DATE	:	/WK:	INVT	:	:	:	SPTS:

STATION MAKEGOOD OFFERS:

M7 OK'D BUY#27 MISSED:WED/1100P-1135P
OFFER:WED/1130P-1235A
CMT:TIME CHG NEWS FC
CMT:THX - JEN

30S	\$1,500.00	(AUG24/12)
30S	\$1,500.00	PLS ADVISE.

SEP/12 42325.00

CONTRACT TOTAL	42325.00
TOTAL SPOTS	50

MARKET TOTALS	\$142,500	WPXI 25%	KDKA 34%	WTAE 24%	WDCH 17%	CBS 2%
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SVC- NSI
DEMOS - RA35+*

MOD CODE	A-ADD	B-BUY	TYPE	C-CANCELLED	DE-DELETE	E-EFF	DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM NAME
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[illegible]

REP HEADLINE# 6187370 TRF# 321599 REP: TEL# 215-564-1206 FAX# 215 564 1103
\$\$\$ MOD# 3: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION AUG24/12 10.32
*** WPXI-TV ***

ADV # 13937 ADV. NAME ISS/NRCC-IE REP.# OFF.# 18 SALESMAN #
AGY # 02711 AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME BEN ANGLE
815 SLATERS LANE SALES PRSN WA- CHERYL BLAIR
ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6187370 CLASS: NATL. LOCAL REGIONAL
PRDCT NRCC 8/31 EST#2596 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES AUG31/12 SEP6/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG24/12 10.32

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

STATION MAKEGOOD OFFERS:
M7 UNRESL BUY#27 MISSED:WED/1100P-1135P SEP5
OFFER:WED/1130P-1235A SEP5
CMT:TIME CHG NEWS FOLLOWING FOOTBALL
CMT:THX- JEN

30S \$1,500.00 (AUG24/12)
30S \$1,500.00 PLS ADVISE.

CONTRACT TOTAL 42325.00
TOTAL SPOTS 50